

In the Claims:

Please cancel without prejudice claims 1 - 31

[Please add claims 32 - 56.]

32. (new) A method of presenting a commercial to motorists, comprising the steps of:

deploying at least one electronic display in view of at least one motorist, each one of said at least one electronic display capable of presenting at least two commercial advertisements;

providing a computer device having access to said at least two commercial advertisements, said computer device controlling the display of said at least two commercial advertisements on said at least one electronic display;

receiving an image of a motor vehicle with the at least one motorist therein;

providing means to interpret the type of motor vehicle based at least in part on said image; and

displaying said at least two commercial advertisements based at least in part on the type of motor vehicle.

33. (new) The method of presenting a commercial to motorists of claim 32, further comprising the step of:

providing a computer network that is in communication with said computer device.

34. (new) The method of presenting a commercial to motorists of claim 32, further comprising the step of:

monitoring the status of at least one traffic light with said computer device.

35. (new) The method of presenting a commercial to motorists of claim 34, further comprising the step of:

displaying said at least two commercial advertisements based at least in part on the status of said at least one traffic light.

36. (new) The method of presenting a commercial to motorists of claim 34, further comprising the step of:

providing a traffic control system that controls said at least one traffic light.

37. (new) The method of presenting a commercial to motorists of claim 33, further comprising the step of:

providing a traffic control system that is in communication with said computer network.

38. (new) The method of presenting a commercial to motorists of claim 33, further comprising the step of:

providing a wireless connection between said computer device and said computer network.

39. (new) The method of presenting a commercial to motorists of claim 32, further comprising the step of:

receiving said image of a motor vehicle with a digital camera.

40. (new) The method of presenting a commercial to motorists of claim 32, further comprising the step of:

dividing at least one commercial advertisement of said at least two commercial advertisements into at least two sections, displaying a first section of said at least one commercial advertisement at a first traffic light, displaying a second section of said at least one commercial advertisement at a subsequent traffic light.

41. (new) A method of presenting a commercial to motorists, comprising the acts of:

providing at least one traffic light;

deploying at least one electronic display in view of at least one motorist, each one of said at least one electronic display capable of presenting at least two commercial advertisements;

providing a computer device having access to said at least two commercial advertisements, said computer device controlling the display of said at least two commercial advertisements on said at least one electronic display, said computer device monitoring the status of said at least one traffic light;

receiving an image of a motor vehicle with the at least one motorist therein;

providing means to interpret the type of motor vehicle based at least in part on said image;

selecting one of said at least two commercial advertisements at least based in part on the type of motor vehicle; and

displaying said at least two commercial advertisements based at least in part on the status of said at least one traffic light.

43. (new) The method of presenting a commercial to motorists of claim 41, further comprising the step of:

providing a computer network that is in communication with said computer device.

44. (new) The method of presenting a commercial to motorists of claim 41, further comprising the step of:

providing a traffic control system that controls said at least one traffic light.

45. (new) The method of presenting a commercial to motorists of claim 42, further comprising the step of:

providing a traffic control system that is in communication with said computer network.

45. (new) The method of presenting a commercial to motorists of claim 42, further comprising the step of:

providing a wireless connection between said computer device and said computer network.

5

46. (new) The method of presenting a commercial to motorists of claim 41, further comprising the step of:

receiving said image of a motor vehicle with a digital camera.

47. (new) The method of presenting a commercial to motorists of claim 41, further comprising the step of:

dividing at least one commercial advertisement of said at least two commercial advertisements into at least two sections, displaying a first section of said at least one commercial advertisement at a first traffic light, displaying a second section of said at least one commercial advertisement at a subsequent traffic light.

48. A method of presenting a commercial to motorists, comprising the acts of:

providing at least one traffic light;

deploying at least one electronic display in view of at least one motorist, each one of said at least one electronic display capable of presenting at least one commercial advertisement;

providing a computer device having access to said at least one commercial advertisement, said computer device controlling the display of said at least one commercial advertisement on said at least one electronic display, said computer device monitoring the status of said at least one traffic light; and

displaying a commercial advertisement based at least in part on the status of said at least one traffic light.

49. (new) The method of presenting a commercial to motorists of claim 48, further comprising the step of:

receiving an image of a motor vehicle with the at least one motorist therein.

50. (new) The method of presenting a commercial to motorists of claim 49, further comprising the step of:

providing means to interpret the type of motor vehicle based at least in part on said image.

51. (new) The method of presenting a commercial to motorists of claim 48, further comprising the step of:

providing a computer network that is in communication with said computer device.

52. (new) The method of presenting a commercial to motorists of claim 48, further comprising the step of:

providing a traffic control system that controls said at least one traffic light.

53. (new) The method of presenting a commercial to motorists of claim 51, further comprising the step of:

providing a traffic control system that is in communication with said computer network.

54. (new) The method of presenting a commercial to motorists of claim 51, further comprising the step of:

providing a wireless connection between said computer device and said computer network.

55. (new) The method of presenting a commercial to motorists of claim 49, further comprising the step of:

receiving said image of a motor vehicle with a digital camera.